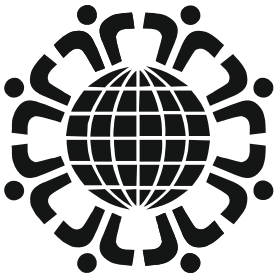
RESEARCH PLAN PROPOSAL

Comparative Study on Effectiveness of Online Advertising among Youth in Jaipur.

For registration to the degree of

Doctor of Philosophy

IN THE FACULTY OF ARTS & SOCIAL SCIENCES



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INTRODUCTION

One of the most significant developments to affect advertising worldwide in 21st century has been the development of internet as a medium of mass communication. As a communication tool the internet is emerging as a new challenge to mass media advertising. As a result of this many advertising companies are modifying their traditional the techniques to cater to a wider range of public. Internet has enormous potential as an advertising medium because the internet offers many advantages over traditional. The potential of Online advertising is vast as the audience of it is genuinely global.

Online advertising is a very fast moving area. The techniques and formats used to advertise are changing constantly as advertisers try to adapt to this medium. Projections for the financial growth of Online advertising are going up year by year. Online advertising spending for 2008 was 10.5%, and it is expected to experience a 0.1% change in ad spending growth in 2009 and 10% change in growth in 2010. In 2007, Online ad spending for search, display, and rich media reached 21.2 billion in 2007, and these levels reached $23.5 billion in 2008 (Emarketer 2009).

"This huge spending figure illustrates that marketers recognize that online advertising has become one of the leading Media for marketers to promote their products.

According to the KPMG report 2014 the total internet user base in India grew to approximately 214 million by end of 2014, with almost 130 million going online using mobile devices. Digital ad spends accounted for 8.3 per cent of the total ad spends of INR362.5 billion in India in 2013.Digital media advertising in India grew

by 38.7 per cent in 2013, faster than any other ad category.Mobile, social and video emerged as star categories in advertising owing to the proliferation of smartphones, 3G and off-deck mobile apps. It is estimated that the total internet user base will reach 494 million by the end of 2018 as against 938 million TV viewers in the same year. This means that the Internet user population will be approximately 53 per cent of the total number of TV viewers in the country in 2018 compared to 27 per cent in 2013.

This shift towards the digital media is important for digital media strategists to consider, for balancing their marketing budgets between online media and traditional TV strategy. The digital media presents an opportunity to engage specific target segments in a more cost effective way as opposed to the mass outreach afforded by traditional TV

Another report by Internet and Mobile Association of India and IMRB International, states that the Online advertising market is expected to reach 2,938 Crore by March 2016. These reports pave ways for the better future prospect of Online advertisement in India.

The title of this current research is about Online Advertising which is any paid form of nonperson presentation and promotion of ideas, goods or services by an identified sponsor through internet as a medium. Advertisements can be cost effective way to disseminate messages whether to build a brand preference or educate people. Organizations handle advertising in different ways. In small organizations advertising is handled by someone in the sales or marketing department, who works with an advertising agency. Big organizations set up their own departments, whose managers report to someone senior in an organization like vice president of marketing.

DEFINITION OF ADVERTISING

Advertising is a company's external communication. Given the existence of diverse kinds of advertising and instruments that are characterized by different usage, functions, and perspectives, there are various definitions of the term "advertising". Here, it will be treated from the perspectives of communication and marketing. In very common terms advertising means to inform a large number of people about something (Dyer, 1990). However universal, Dyer's definition incorporates a range of essential aspects by which one can deduce that advertising is a type of communication. By paraphrasing this definition in terms of its most salient quality, that is, its informative nature, advertising can be described as "communication" since communication fundamentally means "information communicated" (Webster's New Encyclopedic Dictionary 1994).

According to American Advertising Association, Online advertising also seeks to information in order to affect a buyer-seller transaction. Online advertising differs from other mediums by enabling consumers to directly interact with the advertisement. A consumer can click with his or her mouse on the ad for more information, or take the next step and purchase the product in the same online session.

Online advertising gives advertisers the opportunity to precisely target an audience, enabling them to deliver advertisements that are customized to each user's particular interests and tastes.

Online advertising is geared toward defining markets through unique and useful applications. Since the early 1990s there has been an exponential increase in the growth of online advertising, which has evolved into a standard for small and large organizations. A major advantage of online advertising is the quick promotion of product information without geographical boundary limits. A major challenge is the evolving field of interactive advertising, which poses new challenges for online advertisers. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

According to online BusinessDictionary.com, Online advertising, also called Internet advertising ("Internet marketing") is when businesses leverage Internet technologies to deliver promotional advertisements to consumers. Online advertising includes promotional advertisements and messages delivered through email, social media websites, online advertising on search engines, banner ads on mobile or Web sites and affiliates programs.

ONLINE ADVERTISING TYPES

Following are the various types of online advertisements depending upon the nature of the commercial displayed on the World Wide Web:

- **Banner Ads:**

  Banner advertisements are graphic images used on website which is a collection of web pages. The main objective is to attract users so that they can click on the banner ads and view the main website of the product. Banner ads are the most popular online advertisements and come in varied sizes and shapes. The banner ads are further divided into various forms depending the content, language, animations, videos etc. They are as follows:

  - **Rich Media ads:** banner ads -- ads that use audio, video, or Java and Shockwave programming. These banner ads, which usually have larger file sizes, are often interactive beyond their simple linking function.
  - **Banner ads depending on pixels:** According to Internet advertising Bureau(IAB) , there are eight banner sizes depending on the pixels used. Pixels can be defined as the smallest unit of color used to design the image on a computer or television screen.
  - **Shoshkele:** An animated banner ad that uses objects that overlay the Web page. They often start out as small objects that emerge from somewhere on the page and then enlarge and move around in some fashion. The objects eventually disappear or wind up as a static image.
  - **Sliders:** These are floating banners that appear on the bottom of the web page.

- **Pull-down** banner ads : These are ads that expand and then shrink after a few seconds

- **Text Ads** – The advertisement using text-based hyperlinks are termed as Text ads. Text-based ads, although common in email, have been dominated on the Web by their graphical-based counterparts. These ads can automatically download by themselves without being affected by the blocking software. Example: Google Adsense
- **Pop Up Ads –** A pop up is an advertisement displayed in a new browser window. Pop up windows come in many different shapes and sizes, typically in a scaled-down browser window with only the Close, Minimize and Maximize commands. Pop-ups are simply one of many formats, alongside fixed spaces within a page, interstitials (between pages), search, rich media, microsites, email, sponsorships, listings and others. Pop-ups are simply part of this digital media mix. The reason they are used is that they work - that's why marketers continue asking for them.
- **Pop Under Ads –** A type of window that appears behind the browser window of a Web site that a user has visited.
- **Online video-**Ads-Online video ads provides a wide range of services and depending on it is classified as follows:

  - **In stream video ads**- The major type of video advertisement that people are familiar with are the linear video ads, sometimes incorrectly called in-stream ads, which play in the video player before, during or after a piece of video content. All of the in-stream ads are played within the main video player where the actual content will be viewed.

- **Linear Video Ads-** These are ads that we commonly call pre-, mid- and post-roll ads. The key to a linear ad is that it takes over the full video player space. This type of ad can also include an interactive takeover, for example an overlay that gives a user a choice of which ad to watch or when to watch the ad. They're linear because they run in line sequentially with the content as in ad-video, video-ad-video or video-ad.

- **Interactive Video Ad** - These types of ads take over the full screen and preempt or pause the video content. They allow a variety of interactions, like clicking for more information, signing up for a newsletter, locating a store, etc. Usually are mixes of video, animation or static images as well as interactive elements. They can show up before, during or after the content plays and usually play for 15-30 seconds.
- **Overlay video ads**- This type of video advertising runs simultaneously with the video content, usually in the form of an interactive banner ad in an overlay. Clicking on these ads generally pauses the content and either a full player ad is shown or the user is taken to an advertiser's website. Some ads will, after a set period of time, collapse into a smaller "bug" so as not to cover a sizable portion of the video content. Some ads also have a "close" action which does the same thing. These ads could display over line ads also.
- **Companion ads:** These ads are, by definition, in addition to the video player and any ads that run within it. They are displayed in the web page around the video player and often take the form of display banner ads of standard IAB sizes like 300x250, 728x90, etc. They offer a persistent visual for a brand or product during the video content play without

taking up video player space. They can include text, static images or rich media.

- **In-Banner Video Ads**: In-banner video ads, or ads that show video in a standard banner size and placement which may or may not be expandable, can be companion ads meaning they are displayed on a page with a video player. They can also be stand-alone placements on pages without video players and the ad engine handles the playing of the video ad in the banner. Varieties of this include collapsible in-banner video ads which start as a larger area of the web page and either shrink down to the standard banner size automatically or through user interaction or expandable in-banner video ads which start as the standard banner size playing the video but offer the user an option to expand the video and watch in a larger area. These types of ads, when expanded, overlay the content on the web page.

- **Streaming Sidebar Ads:** A streaming sidebar ad is a small video that appears on the sidebar of a webpage.It usually last for 30 seconds and the user is able to control the video, by playing it, pausing it, stopping it, controlling the volume, muting it, and even making it full screen.

- **Expandable ads:** These are the online advertisement that expands to large size when a user chooses to engage with a click-to-expand ad (i.e., by clicking the ad) the ad then expands to the center of webpage. Once the ad is expanded, a translucent layer grays out the background of your page, giving the user a near full-screen ad experience.
- **Peel-off ads:** These are small ads that appear on the slightly animated corners in the right upper corner of the web pages and when someone moves

the mouse on the corner of the page the advertisement appears on the web page.

- **Native ads:** These are the ads which are like advertorials that matches the form and function of the platform on which they appear.

Online medium provides a remarkable opportunity for business to communicate with new and existing markets in a very integrated way. Effectiveness is the only way to measure whether the advertising is successful or not. The parameters of effectiveness of online advertising can be observed under following indicators:

- Number of hits
- Page view, unique page view
- Unique visitors, repeat visitors
- Time spent
- Bounce Rate
- Click through ratio
- Landing Page and exit page

Facebook

Facebook has a big impact on our world especially with today's youth. The first generation of youth is growing up with facebook as an integral part of their life. It is changing how they interact with peers, parents and how they use technology. Facebook has now made it easier for brands advertising on their platform. Facebook announced the introduction of a new in-house measurement solution called Conversion Lift. This new feature is publically available directly through Facebook's native Ad Manager, thus allowing marketers to be able to measure the impact of their Facebook ads on in-store purchases without the use of a 3rd party measurement solution. According to Mike Murphy, VP of global sales for Facebook opines that

Facebook provides a safe environment for users so that more people join the platform for advertisements and deliver values to all the customers. He further adds that facebook has developed an open-armed approach to advertising and will benefit the company that is involved with advertisers at the ground level. According to the officials of Facebook states that it will provide a solution designed to help businesses promote multiple products or their entire product catalog, across all the devices their customers use. With Facebook's 1.4 billion-user base, its insight into its users' personal interests and behavior, and its growing dominance of both mobile display and desktop display inventory, it is in a unique position to identify and engage consumers.

Its identity layer is unparalleled in the programmatic display market, which means that it can target users at all times, no matter what device they are using at the time. The key for Facebook was harnessing this reach and insight, at scale – which is where Product Ads comes in.

Product Ads is device agnostic, tailoring content to the individual, which enables it to influence the path to purchase – across mobile, tablet and desktop.

Penetration of smartphones in India:

India is rapidly advancing in the technological space. With the growing population and increasing smartphone penetration, India is going mobile and digital. Smartphone and internet is not just for the rich and wealthy but more users are becoming informed by getting access of mobile internet. However, the growth is still not at par with the other countries. Out of the 1.25 billion people in India, only one-fifth of the people use internet and only 50% of these are using social media. The growth of social media sites, especially Facebook, is accelerating the adoption rate. Surprisingly, out of the 886 million mobile subscribers – TRAI claims different figure of 933 million users

though – only 10% access social media sites on their mobile. The advent of low-price smartphones and cut-throat price competition in internet tariffs might change this trend and more users in the country may become tech and net-savvy. Smartphone penetration in India is around 10 per cent. This is much lower than average global Smartphone penetration of 25 per cent, allowing for a considerable upside. Driven by the reduction in tariffs of 2G and 3G data services and the introduction of 4G services, the number of wireless internet connections is estimated to reach 402 million by 2017 and 528 million by 2019. While 3G is being widely accepted as an urban phenomenon, the adoption of internet in rural areas, however, would be driven by 2G. The hype around smartphone adoption and growth, it is worth noting that 66 per cent of the urban traffic continues to come from desktop PCs and laptops. However, mobile phones are gradually catching up, with 55 per cent of active urban internet users using them for internet access. It is noteworthy that 42 per cent of the mobile internet users in urban areas consider the phone as their primary device for internet acces. This is further proof that India is giving birth to a new generation of netizens whose first interaction with the internet happens through their mobile screens. Further, 11 per cent of active urban users use tablets to access the internet, of which 16 per cent consider tablets as their primary device for internet access.

The effectiveness of Online advertisement is measured mainly by two bodies Google Analytics which provides free service to the clients and Comscore which is a leading internet technology company that measures what people do as they navigate the digital world - and turns that information into insights and actions for our clients to maximize the value of their digital investments.

REVIEW OF LITERATURE

Gangeshwer,D.K (2013). E-Commerce or Internet Marketing: A Business Review from Indian Context. International Journal of u- and e- Service, Science and Technology, 6(6), 187-194

Gangeshwar in his paper discusses about the conceptual knowledge of search engine marketing (SEM) or e-commerce or online marketing. The researcher gives an insight of the current and future aspect of e- commerce in Indian context. The paper also discusses about the top motivators behind the success of online marketing. The paper is useful for academicians, researchers, theory practitioners, advertisers and entrepreneurs.

He also discusses about the changing scenario of marketing with the advent of technology specially the internet. The changing phase of marketing from traditional to e- commerce has made a great change in the shopping behaviour of consumers. Business units from various sectors are making use of this technology for their commercial activities. According to Gangeswar Search Engine Marketing (SEM) can be defined as a platform to display product, goods or services on search engine result pages (SERP). The paper also discusses about the various types of SEMs and advantages and disadvantages of the same.

Gangeswar concludes the articles with a note that the rapid expansion of internet, E-commerce is set to play a significant role in marketing and will open up opportunities for both large and small corporations in the future

Awais M.,Samin., &Bilal.(2012). Valuable Internet Advertising and Customer Satisfaction Cycle (VIACSC).IJCSI International Journal of Computer Science Issues, 9(1), 375-380

The paper investigates valuable internet advertising which will help to investigate the value of internet advertising. A comparative study has also been done with traditional advertising that shows that the online advertising will survive and grow in the coming years. This research paper concentrates that the business objectives can be achieved if it has strong attractive, informative and valuable internet advertising.

This research paper concludes that internet advertising becomes valuable when identifies customer's latent need, and deal with customer issue of privacy seems to be the main proponent in driving a new advertising concept. Apart from all above discussion main point of valuable advertising is to boost the product or service by identifying customer need and to satisfy them.

Matthew,D.(2012) :Online Advertising: Identifying different types of web advertising and its impact on consumer behavior.

The research paper analyzes different forms of online advertising and explores the affects of online advertising on consumer purchase behavior. The paper also examines the user's perception towards online advertisements and the factors that affect their perception.

The research paper throws light on the various issues associated with the growing industry and addresses them with some suggestions. Online advertisements need to be understood by advertisers, designers and marketers. The main goal of online advertiser is to make the ad visible to the users by making them bigger, better, brighter and flashier than the competitor ads. Majority of users rank pop up ads,

interstitials, and email ads as ineffective but still used as a great source of information. Online advertisements are considered cost effective as compared to other forms of advertisement.

Mehta,D., Jitendra K. S., Mehta N K. , & Jain A.(2010):An empirical study on young Executives response towards pop-up and banner advertisements. Serbian Journal of Management, 5 (1), 51 – 58

According to the researchers E-marketing is techniques are adopted by various Indian companies and hence their application is also acceptable by the young generation. The paper examines to study the effectiveness of pop-up and banner advertising on young executives.

The findings of the study interprets that the response of banner and pop up are often neglected and ignored by the young generation. According to the findings of Mehta et al both the types of the advertisement are considered wasteful as both the types of online advertisement are ineffective in targeting the audiences. The recall factor of both the forms of advertisement is very less as people often ignore them which directly influence their purchase decision. Since most of the companies pay a hefty amount for this new form of advertisement hence the return for investment is also expected which proved to be less in case of pop-up and banner advertisement

Shalini, N. T., & Siddiqui. M.H. (2008). Effectiveness of Mobile Advertising: The Indian Scenario. Vikalpa. 33 (4), 47-59.

The research paper mainly studies the effectiveness of Mobile advertising in India. The effectiveness in this paper has been defined on the basis that how mobile advertising affects the purchase decision of the consumers. The paper also describes the hedonic and utilitarian benefits of mobile advertising in describing the purchase

behavior of the consumers. The paper also describes how the mobile marketing is popularizing as it is more personalized both in terms of content as well as context in the message. Tripathi and Siddiqui in their findings says that although the mobile advertising is increasing more with the advent of smart phones and internet connectivity and increasing the personalized experience but at times it has its own drawbacks since people usually neglect the messages and often ignore them. The relevance and utilitary attributes of mobile advertising is still not acceptable in present scenario.

Bruce, B.C. (2013). How to use Internet to Advertise, Promote and Market your business and website with no or less money. Florida: Atlantic Publishing Group Inc.

Bruce in the book explains that Internet advertising gives an additional benefit to the companies as Internet can be accessed anywhere and anytime. Companies are utilizing several internet tools like search engine sites, free listing, paid listing and website designing in order to stimulate the customer about their existence.

In chapter 3 of the book Bruce explains the importance of internet advertising in the present time. According to Bruce Internet is considered far more important source of advertising as it serves the purpose of providing information, to take purchase decision or even for entertainment instantaneously as compared to other source of advertisement. Internet advertising leaves the consumer with high impact marketing images including audio and video aids.

Blyth, A. (2011). Brilliant Online Marketing. Great Britain Pearson Education Ltd.

Alex in the book discusses about various online marketing tools that are deployed by marketers in the present business scenario. In chapter 10 of the book Blyth discusses

about the various types of online advertising along with the advantages and disadvantages of the same. However apart from online advertising search engine, social networking sites, E-mail marketing, Blogging and mobile marketing are used by corporate to explore and lure the customers. As online advertising is a new concept and flourishing many people commit certain mistakes that need to be avoided by the advertisers to achieve the intended success they want to. Some common mistakes can be listed as believing it as hype, getting carried away, time consuming process, failure to integrate online with off line advertising tools, seeing it as free marketing tool, failing to get a right user data.

Liflander, R. (2010). The Everything Online Business Book Use Internet to build you Business.USA: Adams Media Corporation.

Liflander in chapter 11 of the book describes about the various online advertising tools which help in the marketing promotion. Banner advertisements are effective as no webpage at present is displayed without banner advertisements. The marketers are developing catchy and attractive ads so that it can get customers attention. However timeliness plays an important role in banner ads as the user can switch off the page if the information in banner ad is not displayed quickly.

Manzoor ,A. (2010). E-Commerce- An introduction. Germany: Lamberte Academic Publishing.

The books give an in-depth knowledge about the E-commerce industry, the way it is flourishing and getting popularity it is gaining in the nearby years. Manzoor in chapter 3 of the book describes about the advantages of E-commerce and use of internet for promoting and selling of products. The chapter also describes about various form of internet advertising and case study regarding the effectiveness of various types of online advertisements.

The key issue related to online advertising relates to the behavioral advertising which keeps a track of the users' information like their behavioral pattern towards internet links, the data that they have been using or tracing, the sites they are visiting etc. This has led to the various objection concerning about the privacy and personal information of the user.Measuring the effectiveness of various forms of online advertising depends on the interactivity and secondly on the value of a visitor to an advertiser depends on how much information the site gathers from the visitor.

Various web- analytical techniques like click- per-ad, ad-views, button, hit, visit, unique visit, trial visit etc are deployed to measure, collect, analyze and report the user data.

Manzoor opines that measuring the effectiveness of online advertising is difficult as the benefits of advertising are intangible.

Bausch and Han (2006), stated that with the advent of popular Web destinations such as MySpace and Facebook, a new kind of online community now occupy the centre stage in e-commerce, namely, online advertising community.

Tsang and colleagues (2004) found that consumers generally have negative attitudes toward mobile advertising and entertainment, credibility, irritation and informativeness are the significant factors affecting respondents' attitudes toward mobile advertising. Xu (2006) added personalization and found that only entertainment, credibility and personalization are affecting

Bagozzi and Dholakia (2002) suggested in their study that First, an emerging stream of e-commerce literature uses sociological perspectives to examine how social factors may influence community members' participation in communities; we extend this line of inquiry by exploring a different set of outcome measures, namely, how community members perceive and react to advertising in community sites. Second, we bridge the link between sociological factors in online communities and advertising responses by including group intentions and establishing that group intentions to accept advertising in online communities shapes community members' perceptions of that advertising. This application of the group intention perspective is novel in this context and identifies a route by which community members may demonstrate receptiveness to advertising in online communities. Third, by integrating both sociological

perspectives and advertising literature, we develop a conceptual model that illuminates the key factors that underlie community members' responses to advertising in online social networking communities.

Emmanouilides & Hammond (2000), suggested in the context of the Internet, customer acquisition through online advertising depends both on the growth in Internet penetration and usage and on how the Internet then influences the adoption and diffusion of other products and services.

Rosen & Barwise, (2000) found for most established businesses, the Web's main role is either to reduce costs or to add value for existing customers, but it also has a potential role in customer acquisition, and in the case of a Web start-up, this role is crucial. Both large corporate companies and Web start-ups see driving traffic to the site as one of the most important as well as the most difficult determinants of the site's success. A few Web start-ups, such as Amazon and, in Britain, Lastminute.com, have been extremely successful at generating free publicity. Others have been adept at so-called viral marketing (i.e. electronic word-of-mouth), the classic case being Hotmail: anyone with a free e-mail account has a motive to encourage their friends to set one up too.

Bush et al (1999) found that, while advertisers were generally keen to use the Web to communicate product information, they were concerned about security/privacy and uncertain how to measure the effectiveness of online advertising.

Leong et al (1998) reported that website managers perceived the Web to be a cost effective means of advertising, well-suited for conveying information, precipitating action, and creating brand/product image, awareness and objectives. However, it was seen as ineffective for stimulating emotions or getting attention. If we turn to users' perceptions, Ducoffe (1996) studied the attitudes of 318 business users to Web

advertising and reported that it was perceived as more informative than valuable or entertaining. Respondents were asked to rank seven media in terms of their value as a source of advertising.

Schlosser et al (1999) found wide variation among Internet users' attitudes towards Internet advertising equal numbers of respondents liked, disliked, and felt neutral towards it. Enjoyment of looking at web adverts contributed more than the informativeness or utility of the ad towards consumer attitudes towards web advertising. This finding was mirrored by the responses of a demographically weighted-to-match sample who answered questions on advertising in general, showing that the reported perceptions of Internet advertising were not just a reflection of the demographics of Internet users.

RESEARCH GAP AND RELEVANCE TO STUDY

Although there has been good number of studies on online advertising phenomenon yet it lacks concrete research on the various types of online ads that are prevailing today.

- **Technological advancements and better online advertisement developments:** In the study of Mathew different types of online advertising and its impact of consumer behavior finds that banner and pop-up ads are more effective as compared to any other type of online advertisement. However new and better online ads have been developed after since and none of the study discusses about these forms of online advertisement. Internet has evolved itself as a better and more effective medium of reaching the consumers but at times the consumers are unable to differentiate between online ads and online content. The

research study will help in studying the awareness level of the youth towards new and better forms of online advertisements.

- **New and better methods to develop effectiveness parameters:** A.Manzoor in his book E-commerce-An introduction measures the effectiveness of online advertisement on the basis of interactivity and secondly on the value of a visitor to an advertiser depends on how much information the site gathers from the visitor. But these factors might not be the only parameters to measure effectiveness. Thus new and better parameters need to be identified and included in the research study to develop concrete and composite parameters that would help in measuring the effectiveness of online advertisements.
- **No research on online advertisement in developing countries:** Further the research on advertising has been mostly focused on developed nations and less on developing nations like India, irrespective of the fact that India being third largest country in terms of Internet users' population.

  As India is now the third largest nation in the world as per internet users' population is concerned, very less research has been done in the field of Online advertising hence, this study will serve as basis in the study of various other features. The results of this study will provide some insights and information on how online advertising is viewed by youth citizens in Rajasthan of Online advertising in future.

- **Lack of demographic factors to understand effectiveness:** Whatever research has been done lacks demographic factors and understanding towards awareness and effectiveness towards online advertising.

The research study will take all these factors into consideration during the course of research.

Scope of the study:

The research study will focus on specific types of Online advertisements on facebook access through smartphones, desktop, laptops and tablets.

OBJECTIVE OF THE STUDY

Keeping the above facts in view, the proposed research is designed to accomplish the following objective:

- To understand level of awareness of online advertising among youth.
- To know if the personal characteristics of gender, age, education, profession, and internet experience have any influence on the consumers' awareness towards Online Advertising.
- Keeping demographic and other factors constant, to understand factors related to advertising field which determine the effectiveness of online advertising.
- To understand comparative ranking of the different types of online advertising.

HYPOTHESES

H_1 –Online users are able to differentiate between online ads and online content.

H_0- Online users are not able to differentiate between online ads and online content

H_2- There is significant association between demographic characteristics of the youth and awareness of online advertising.

H_0- There is no significant association between demographic characteristics of the youth and awareness of online advertising.

H_3- Content and dimensional factors have random impact on effectiveness of online advertisement.

H_0- Content and dimensional factors are not responsible for online advertisement effectiveness.

H_4 –Rich media advertisement (RM Ads) are more effective than any other types of online advertisement.

H_0- Rich media advertisements (RM Ads) are ineffective than any other forms of online advertisement.

RESEARCH METHODOLOGY:

Research methodology is a systematic way to solve a problem. It is the science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomena are called research methodology.

It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research. It is necessary for a researcher to design a methodology for the problem chosen. One should note that even if the method considered in two problems is same the methodology may be different. It is important for the researcher to know not only the research methods necessary for the research under taken but also the methodology. Research method is concerned with the explanation of following components:

Research Design: The type of research used for the present study is exploratory research because the area of study of the research is new and can attempt for laying the foundation of new groundwork that will lead to new studies. It can also give new angle to the study and give rise to descriptive and experimental studies in the future.

Data type and their probable sources:

A primary source of data can be defines as an original object or document -- the raw material or first-hand information, source material that is closest to what is being studied. Primary sources vary by discipline and can include historical and legal documents, eye witness accounts, results of an experiment, statistical data, pieces of creative writing, and art objects. In the natural and social sciences, the results of an experiment or study are typically found in scholarly articles or papers delivered at conferences, so those articles and papers that present the original results are considered primary sources.

The secondary source of data can be defined as something written about a primary source. Secondary sources include comments on, interpretations of, or discussions about the original material. Secondary sources are often termed as second-hand information. Secondary source materials can be articles in newspapers or popular magazines, book or movie reviews, or articles found in scholarly journals that evaluate or criticize someone else's original research.

The primary data collection method will include both qualitative and quantitative methods from the respondents. The secondary data will be collected through reports of FIICI, KPMG reports, Google analytics, Chomscore analysis, reports from NASSCOM, Society of Internet association of India, Cable operator federation of India, Internet service providers of India etc. The secondary data will also include books, research papers, research articles, library resources, internet etc.

Research Approach- The present study make use of interview which are of many types such as direct, indirect, structures and unstructured. The present study proposes to use structured direct interview to collect relevant data from respondent.

Research Instrument- The data for the study will be collected through structured questionnaire and schedule. The respondents for the research will be asked to fill up a questionnaire that will comprise of questions according to the aims and objectives of the study. The questionnaire will be provided to the respondent as and when personal face-to-face interview of the respondent cannot be taken. Survey method will also be employed to collect data from facebook authorities.

Sampling Plan- The present study will be conducted in Jaipur so the Universe of the study will be Youth of Jaipur. The universe of the study is Jaipur since it is emerging as one of the upcoming developing metro cities of the country. Jaipur is becoming a hub of education centers and many IT offices. Youth from all over India are exploring their professional and educational benefits in Jaipur.

Sampling Units- The proposed research study has two sample units, first the Youth residing in Jaipur and second the facebook authority. Firstly the data would be collected from the facebook authorities regarding the Youth between the age group of 23-26 and their online advertising behaviour. In case no data is retrieved then the data will be collected directly from the Youths of Jaipur. According to the National Youth policy (2014) youth can be defined as the individual between the age group 15 to 29 and this age group constitutes 27.5% of India's population. However for the proposed study we will take youth between the age group 23-26 who are working professional and also have the purchasing decision.

Sampling method- Simple random sample (SRS) will be chosen to select individuals from the universe in such a way that each and every individual will have an equal chance to be the part of the sample selected. Stratified random sampling will also be opted to select the sample from specific strata on the basis of age and gender.

Sample size- The proposed research plan will be studied on a sample size of 100 respondents. Justification of the size of the sample is given below:

- This is as per the trend of different media study conducted in India now as days for example TRP system in India through TAM surveys only 10,000 households on the universe of 100 crore of India. Keeping this in mind the sample size of hundred only for Jaipur youth is sufficient to understand their online behavior
- The proposed study is exploratory in nature for which generally small sample size is recommended which is calculated to be not more than 40 respondents. The present study is taking 100 respondents which are greater than the above figure of 40.
- The sample size of hundred can very well entail the application of 'z'- test which is needed to prove or disprove the hypotheses.

The sample unit for facebook authority will be selected from any 20 days out of one year and will study about the online advertisement consumption behaviour among the youth of Jaipur who have access to online advertisement on facebook.

DATA ANALYSIS AND INTERPRETATION

After collecting the data a descriptive analysis will be done which will be followed by the appropriate statistical analysis. Statistical analysis will include tabulation of data and representation of data using graphs and charts for diagrammatic representation. The purpose of the study is to analyze the central tendency of Online advertisement effectiveness generated through the selected sample and the significance of these parameters can be judged through various statistical techniques like 'z' test, 'f' Test and will be discussed with the help of tabulation, histogram and pie charts.

PHASES OF THE RESEARCH

Phase	Work to be done	Time duration
1ST PHASE	Finalization of research objectives, hypothesis and compilation of secondary data on regional news channels of Rajasthan	(Duration: 3 months from the commencement date) June 2015-August 2015
2ND PHASE:	Finalization of sampling frame, observation instruments, questionnaires and testing.	September -November 2015
3RD PHASE:	Finalization of data collection plan	December 2015
4TH PHASE	Final data collection and validation	January 2016-June 2016
5TH PHASE:	Data classification and tabulation	July-August 2016
6TH PHASE:	Data analysis and statistical significance testing	September 2016-November 2016
7TH PHASE:	Drawing of inferences	December 2016
8TH PHASE:	First draft thesis	January-March 2017
9TH PHASE	Final writing of thesis with appropriate infusion of secondary data, references, citation, language check for grammatical mistakes and clarity of communication and plagiarism check	April-December 2017

LIMITATIONS OF THE STUDY

The effectiveness of Online advertising depends on many parameters and it is extremely difficult to develop a single composite criterion assess and rank effectiveness of online advertising. So the present study will be forced to judge on many relevant criteria to assess and rank effectiveness. There may be probabilities

that one online ad type may be ranked effective on one criterion and at the same time it is classed ineffective on another criterion.

- Every organization or industry gives online advertisement and it is difficult to accommodate all the industries and judge their effectiveness. Hence the present research proposal will study only those industries which focus on youth specific products like motor-bikes, lifestyle products, and personal adornment products.
- Online advertisement are available on many mediums like laptops, desktops, tablet, mobile phones, hoardings, smart display boards in cinema hall etc. These medium can be further divided into simple websites like flipkart, search engine websites like google, social media sites like facebook etc.
- The present study will examine advertisement given on websites, search engines and social media irrespective of its medium whether it is laptops, desktops, tablet, mobile phones, hoardings, smart display boards in cinema hall. The present study will exclude the application (apps) part used in mobile and tablet advertisements.

Chapterization

1. **Conceptual Introduction**

    1. **The Concept of Advertising**
    2. **Introduction to Online Advertising**
    3. **Online Advertising Types**
    4. **Factors Affecting the Effectiveness of Online Advertising**

2. **Research Methodology (With Literature Review)**

3. **Analysis and Interpretation of Data**

4. **Findings**

5. **Suggestions and Conclusion**

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Appendices

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